

REMARKS

I. STATUS OF THE CLAIMS

Claims 17, 22, 23, 28 and 29 are amended herein. No new matter has been added. Support for the amendments would be found in the specification in, for example, page 17, lines 8-25 of the present application.

In view of the above, it is respectfully submitted that claims 17, 22, 23, 28 and 29 are currently pending.

II. REJECTION OF CLAIMS 17, 22, 23, 28 AND 29 AS BEING UNPATENTABLE OVER DODD (U.S. PATENT 6,633,849) IN VIEW OF MCGILL (U.S. PATENT APPL. 2002/0016734)

Claim 17, as amended, specifically recites "the **gift information providing unit** decides whether the gift information is opened to the sender or not based on **flag information included in the gift information**, the flag information being set by the recipient". (Emphasis Added). Dodd and McGill, either singularly or in combination, fail to disclose, teach or suggest these features.

Instead, Dodd merely discloses methods, systems, and articles of manufacture that provide the ability for an online gift recipient to accept or exchange an online gift prior to shipping the gift to the recipient. See, Dodd at Summary. In Dodd, if the gift is to be exchanged, an electronic gift certificate is generated and another gift may be selected or different kinds of actual gift certificates may be selected as a replacement gift before an order for the initial gift is placed or the initial gift is shipped to the recipient. See also, Dodd at Summary. It is respectfully submitted that Dodd fails to teach how a gift information providing unit decides whether the gift information is opened to the sender or not based on flag information included in the gift information, the flag information being set by the recipient.

In the Office Action, the Examiner concedes that Dodd does not specifically mention maintaining profiles of the users and presenting information about a recipient's likes and dislikes. See, the Office Action at page 3, last paragraph. Applicant respectfully submits that Dodd also fails to disclose how a "gift information providing unit decides whether the gift information is opened to the sender or not based on flag information included in the gift information, the flag information being set by the recipient" as specifically recited by the Applicant in, for example, claim 17.

Moreover, McGill fails to cure the deficiencies found in Dodd. Instead, McGill discloses methods and systems for managing family and household activities of subscribers wherein a data structure can display information that is relevant to a user's specific needs, providing an efficient system of delivering highly targeted information to consumers. See, for example, the Abstract of McGill. Further, in McGill, a directory format is included which enables users to search for specific types of information or browse available information that may have been filtered out based on the user's data, and the user can be provided with purchase information and purchase incentives based on a user's profile and buying patterns. See, for example, the Abstract of McGill.

However, a complete review of McGill reveals that McGill fails to disclose, teach or suggest how a "gift information providing unit decides whether the gift information is opened to the sender or not based on flag information included in the gift information, the flag information being set by the recipient", as specifically recited by the Applicant in, for example, claim 17. Further understanding and appreciation of Applicant's claimed invention would be found in, for example, page 17, lines 8-25 of the specification of this present application.

In view of the above, it is respectfully submitted that the rejection is overcome with respect to claim 17.

Although the above comments are specifically directed to claim 17, it is respectfully submitted that the comments would be helpful in understanding differences of claims 22, 23, 28 and 29.

III. CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY-LLP

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